

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #648240	CC:	B. COOK
	TBI CORPORATION	CC:	
FAX #:	(603) 668-6384		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
120	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 x 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
0	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51854 9370

WHOLESALE : 648240 T B I CORPORATION <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0917
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	073647	CHIC N SHOP	758 1ST NH TPKE	NORTHWOOD	NH	03261	1				(603)942-8449
112206	112220	104776	GERRY'S VARIETY	66 LINCOLN ST	EXETER	NH	03833	1			6233-A	(603)778-8906
112208	112225	104757	PRONTO MARKET	CENTER ST	WOLFEBORO	NH	03894	1			904839	(603)569-5098
112208	112225	743733	A&B MINIMART	1260 PROVIDENCE L E	WAKEFIELD	NH	03830	1				(603)522-3514
112208	112220	755562	125 QUICKIE	105 MAIN ST GONIC	ROCHESTER	NH	03867	1				(603)335-1286
112208	112225	104841	202 QUICKIE	OAK ST	ROCHESTER	NH	03867	1				(603)332-8181
112208	112225	104752	GEORGE & EDS GROCER	137 N MAIN ST	ROCHESTER	NH	03867	1			6201-D	(603)332-3670
112208	112225	774356	ROCHESTER GULFMART	95 FARMINGTON RD	ROCHESTER	NH	03867	1				(603)332-4101
112601	112623	107657	MARTIGNETTI LIQUORS	1020 REVERE BEACH	CHELSEA	MA	02150	1		1846-0000	901066	(617)884-3500
112602	112620	580519	JEFF'S VARIETY	71 EASTERN AVE	GLOUCESTER	MA	01930	1				(978)281-5800
112602	112620	747459	SUNNY FARMS	12 MAPLE ST	DANVERS	MA	01923	1			916312	(978)777-0081
112602	112620	106352	LIQUOR LOCKER	287 MAIN ST	GLOUCESTER	MA	01930	1			9287-C	(978)283-0630
112602	112620	106383	TONYS VARIETY	185 WASHINGTON ST	GLOUCESTER	MA	01930	1				(978)283-0161
112603	112827	764693	COLONY FARMS	1243 MILLBURY ST	WORCESTER	MA	01607	1			917435	(508)753-4091
112603	112629	775678	CAMPY'S DELI	201 GRAFTON ST	WORCESTER	MA	01604	1				(508)752-6888
112603	112629	313507	COLLEGE MOBIL MART	974 SOUTHBRIDGE S	WORCESTER	MA	01610	1			918110	(508)752-9372
112603	112629	755966	MASS LIQUORS	392 CHANDLER ST	WORCESTER	MA	01602	1			915629	(508)753-0250
112604	112626	107680	ROBBINS SMOKE SHOP	5 DAVIS SQ	SOMERVILLE	MA	02144	4				(617)623-9116
112604	112626	451861	QUIK MART	290 HIGHLAND AVE	SOMERVILLE	MA	02144	1			904904	(617)628-1812
112604	112626	108232	BILL'S FOOD STORE	53 CONWELL AVE	SOMERVILLE	MA	02144	1			1737	(617)623-9459
112605	112622	560472	ESSEX FARMS, INC.	655 SALEM ST	MALDEN	MA	02148	1				(781)324-1383
112605	112623	689976	SAM'S SPA	178 CHELSEA ST	EVERETT	MA	02149	1				(617)389-1377
112605	112622	274673	EDGEWORTH LIQUOR	381 MEDFORD ST	MALDEN	MA	02148	1				(781)322-3631
112605	112622	692890	COMMON MARKET	301 E FOSTER ST	MELROSE	MA	02176	1				(781)665-9844
112605	112623	774340	EVERETT SQ NEWS	445 BROADWAY	EVERETT	MA	02149	1				(617)387-1753
112605	112622	752801	POMPSYS LIQUOR	271 HIGHLAND AVE	MALDEN	MA	02148	1				(781)324-2776
112605	112623	412481	BROADWAY MARKET	880 BROADWAY	EVERETT	MA	02149	1				(617)387-7101
112605	112622	479514	R&D CONVENIENT	219 HIGHLAND AVE	SOMERVILLE	MA	02143	1				(617)628-7209
112606	112625	554451	BOSTON ST VARIETY	122 BOSTON ST	SALEM	MA	01970	1				(978)744-3950
112606	112625	640638	MARKET SQUARE BEVER	3 MARKET SQ	LYNN	MA	01905	1			903724	(781)593-2150
112606	112625	326950	READING QUICK STOP	452 MAIN ST	READING	MA	01867	1			12850-B	(781)944-6153
112606	112625	745374	D&T CONVENIENCE	813 WESTERN AVE	LYNN	MA	01905	1				(781)593-7117
112606	112625	369319	LYNN MOBIL MART	512 CHESTNUT ST	LYNN	MA	01902	1				(781)599-0981
112606	112625	106533	CHESTNUT LIQUOR	348 CHESTNUT ST	LYNN	MA	01902	1				(781)595-3425
112606	112625	276800	ONE A MARKET	126 BROAD ST	LYNN	MA	01901	1			900084	(781)598-6596
112606	112625	057199	DEES CORNER	669 WESTERN AVE	LYNN	MA	01905	1				(781)593-8333
112606	112625	730029	DEES CORNER 2	37 ESSEX ST	LYNN	MA	01902	1				(781)581-5665
112606	112625	744039	DEE'S CORNER 3	108A WESTERN AVE	LYNN	MA	01904	1				(781)581-2675
112607	112624	567215	RENIE'S SPA	472 MAIN ST	WALTHAM	MA	02154	1			905034	(781)899-8311
112607	112624	108351	WINSHIP SPA	290 WASHINGTON ST	BRIGHTON	MA	02135	1			906552	(617)254-9486
112607	112624	471934	MARTIGNETTI LIQUOR	1650 SOLDIERS FIE	BRIGHTON	MA	02135	1		1846-0000		(617)782-3700
112608	112627	020151	GETTY MART	309 CHELMSFORD ST	LOWELL	MA	01851	1			903443	(978)458-1257

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112608	112627	599146	LOWELL QUICK MART	627 CHELMSFORD ST	LOWELL	MA	01851	1			903450	(978) 937-7223
112608	112627	495889	CHELMSFORD SHELL	189 CHELMSFORD ST	CHELMSFORD	MA	01824	1			905406	(978) 256-7112
112608	112627	573138	STORE 38	368 FAIRMOUNT ST	LOWELL	MA	01852	1				(978) 454-4202
112608	112627	545019	LAKEVIEW GETTY	801 LAKEVIEW AVE	LOWELL	MA	01850	1			903245	(978) 453-5022
112609	113024	021433	ANGES SHELL	27 BRIDGE ST	DEDHAM	MA	02026	1				(781) 326-2043
112609	112624	107301	GATEWAY SMOKESHOP	7 WASHINGTON ST	WELLESLEY	MA	02181	1			6047	(781) 235-4753
112609	112624	473957	NEEDHAM EXXON	1417 HIGHLAND AVE	NEEDHAM	MA	02192	1				(781) 444-5100
112610	112621	078639	RISI'S PACKAGE STOR	64 RIVER RD E	BERLIN	MA	01503	1				(978) 838-7336
112610	112629	103471	GRANDES MARKET	59 S QUINSIGAMOND	SHREWSBURY	MA	01545	1			908269	(508) 754-1281
112610	112628	107606	MAUROS MARKET	4 MAIN ST	SOUTHBOROUGH	MA	01772	1			168603	(508) 485-0977
112610	112628	427927	CHRISTY'S #772 FR	282 E MAIN ST	MARLBOROUGH	MA	01752	1				(508) 481-6240
112805	112821	078639	MASONIC HILL ROAD	MASONIC HILL ROAD	CHARLTON	MA	01507	1			901254	(508) 248-4688
112805	112827	612762	COLONY FARMS	710 SOUTHBRIDGE S	AUBURN	MA	01501	1			901249	(508) 832-2561
112805	112827	700994	GRAFTON DISC LIQUOR	77 WORCESTER ST	NORTH GRAFTON	MA	01536	1			907758	(508) 839-2241
112809	112630	761248	LOWELLS GENERAL STO	1566 WASHINGTON S	HOLLISTON	MA	01746	1			919779	(508) 429-4910
113003	113028	619406	ADAMS STREET SHELL	761 ADAMS ST	DORCHESTER	MA	02122	1				(617) 282-5862
113003	113021	619509	VIC'S NEWS	600 ATLANTIC AVE	BOSTON	MA	02210	1				
113003	113028	640712	HUNTINGTON MARKET	818 HUNTINGTON AV	BOSTON	MA	02115	1			902783	(617) 232-6676
113003	113028	688533	BOSTONIAN MARKET	570 TREMONT ST	BOSTON	MA	02118	1			908749	(617) 267-3109
113003	113028	748792	ST PETER'S MARKET	417 ADAMS ST	DORCHESTER	MA	02122	1			905604	(617) 287-1602
113005	113026	628470	STOUGHTON QUICK STO	2139 CENTRAL ST	STOUGHTON	MA	02072	1			905679	(781) 344-8147
113006	113021	107628	MARTIGNETTI LIQUORS	64 CROSS ST	BOSTON	MA	02113	1		1846-0000		(617) 227-4343
113006	113021	189131	ROCCO'S SMOKE SHOP	CONGRESS ST	BOSTON	MA	02109	1			918011	(617) 742-5568
113009	113024	724598	HENRY'S MARKET	892 SOUTH ST	ROSLINDALE	MA	02131	1			902726	
113009	113024	738633	VILLAGE GULF INC	25 WASHINGTON ST	BROOKLINE	MA	02146	1				(617) 566-8582
163803	163821	104075	RICHMOND 4 CORNERS	3 WINCHESTER RD	WINCHESTER	NH	03470	1				(603) 239-6145
163803	163825	605251	5 STAR BEVERAGE	25 RIVER ST	NORTH WALPOLE	NH	03609	3			902213	(603) 445-2540
163803	163821	104077	MORTS GROCERY	RT 9	SPOFFORD	NH	03462	1				(603) 363-4366
163803	163825	104115	ALSTEAD VLG STORE	MECHANIC ST	ALSTEAD	NH	03602	1			900274	(603) 835-6758
163803	163824	104417	L & J COUNTRY STORE	833 S STARK HWY	WEARE	NH	03281	1				(603) 529-7539
163803	163821	333552	R.L. TYLER GEN.STOR	8 MAIN ST	HINSDALE	NH	03451	1			904912	(603) 336-5381
163803	163821	562095	MR. P'S CONV. STORE	C/O PATENODE OIL	WEST SWANZEY	NH	03469	2			10552	(603) 357-9428
163803	163825	691068	CORONIS MARKET	81 SUNAPEE ST	NEWPORT	NH	03773	1				(603) 863-1480
163803	163821	705943	DODGE'S STORE	7 CENTRAL SQ	NEW BOSTON	NH	03070	1			907097	(603) 487-2241
163803	163821	708781	DEPOT GENERAL STORE	4 E LAKE RD	FITZWILLIAM	NH	03447	1				(603) 585-3385
163803	163821	742026	NEW IPSWICH MARKET	RT. 24	NEW IPSWICH	NH	03071	1			904243	(603) 878-2242
163803	163821	755664	COLEMANS CNTRY STOR	234 KEENE RD	WINCHESTER	NH	03470	2				(603) 239-4193
163804	163822	473541	PINE STREET MARKET	112 PINE ST	NASHUA	NH	03060	1			904755	(603) 882-0271
163804	163822	657401	E HOLLIS ST VARIETY	131 E HOLLIS ST	NASHUA	NH	03060	4			901926	(603) 598-5484
163804	163822	767180	HOLLIS VILLAGE GROC	2A VILLAGE MARKET	HOLLIS	NH	03049	1				(603) 465-3350
163805	163820	104479	HAMPSTEAD PHARMACY	10 MAIN ST	HAMPSTEAD	NH	03841	1			902601	(603) 329-5534
163805	163820	702662	SIGNAL VARIETY	63 PLAISTOW RD	PLAISTOW	NH	03865	3			CIG	(603) 382-2938
163805	163820	371548	NORTHLAND GROCERY	134 NEWTON RD UNI	PLAISTOW	NH	03865	1			11209-A	(603) 382-9716

WHOLESALE : 648240 T B I CORPORATION <DIRECT>
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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163805	163823	703546	102 GETTY, INC.	2 MOHAWK DR	LONDONDERRY	NH	03053	1			925313	(603)434-4554
163805	163820	767785	COUSINS CONV. STORE	116 BRIDGE ST	PELHAM	NH	03076	2			901413	(603)635-8624
163806	163824	104428	LAVALLEE'S STORE	46 GLASS ST	SUNCOOK	NH	03275	3			903294	(603)485-3121
163806	163823	769530	APPLETREE FOOD STOR	280 D.W. HIGHWAY	MERRIMACK	NH	03054	1			900324	(603)429-2997
163806	163824	262743	DUTTON ST. CONV.	35 DUTTON ST	MANCHESTER	NH	03104	1			901892	(603)647-4705
163806	163826	608567	STOPPIN BUY	81 S MAIN ST	CONCORD	NH	03301	1			910562	(603)228-8771
163806	163824	734183	IDEAL MARKET	25 SOUTH ST	CONCORD	NH	03301	1			920256	(603)224-0342
163807	163826	040765	KEARSARGE MINI MART	JUNCTION 4A & 11	POTTER PLACE	NH	03265	1			903070	(603)735-5578
163807	163826	104980	SAMAHAS STORE	137 MAIN ST	PLYMOUTH	NH	03264	1			905273	(603)536-1457
163807	163826	367307	PARK-N-GO MARKET	133 PARK ST	TILTON	NH	03276	2		2794-0200	910679	(603)286-3452
163807	163826	374877	RYEZAK ONE STOP	P.O. BOX 355	RUMNEY	NH	03266	1			204220	(603)786-9776
163807	163826	586509	ROBBINS GENERAL	ROUTE 25	MOULTONBOROUGH	NH	03254	1			905117	(603)253-4311
163807	163826	684933	BOYDS MARKET	MAIN ST	PITTSFIELD	NH	03263	1			900654	(603)435-8851
163807	163826	703109	CAREY'S MARKET	63 N MAIN ST	BOSCAWEN	NH	03303	1			916775	(603)753-4435
163807	163826	724756	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH	03226	1		2794-0200		(603)253-4514
163807	163826	743039	GILFORD SQUARE MKT	RR 11 BOX B	GILFORD	NH	03246	1			912493	(603)293-7230

PAGE BREAK TOTAL ACCOUNTS 101 TOTAL QUANTITY 117

TEMPLATE TOTAL ACCOUNTS 101 TOTAL QUANTITY 117

TERR	ACCT	FULL NAME	ADDRESS	CITY	ST	VAP WHSL	VAP #	QUANTITY
112208	749060	SIGNAL ST VARIETY #3	337 LAFAYETTE RD	SEABROOK	NH	648240 / TBI	0	1
112208	655030	KEVINS DISCOUNT CTR	ROUTE 16	WEST OSSIPEE	NH	648240 / TBI	37283	1
112603	102745	COLONY FARMS	1127 MAIN ST	WORCESTER	MA	648240 / TBI	901256	1

117
+ 3

120 Displays

51854 9373

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

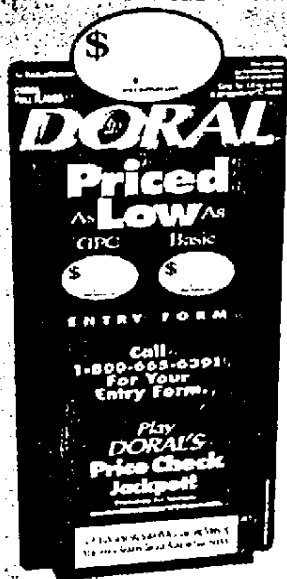
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

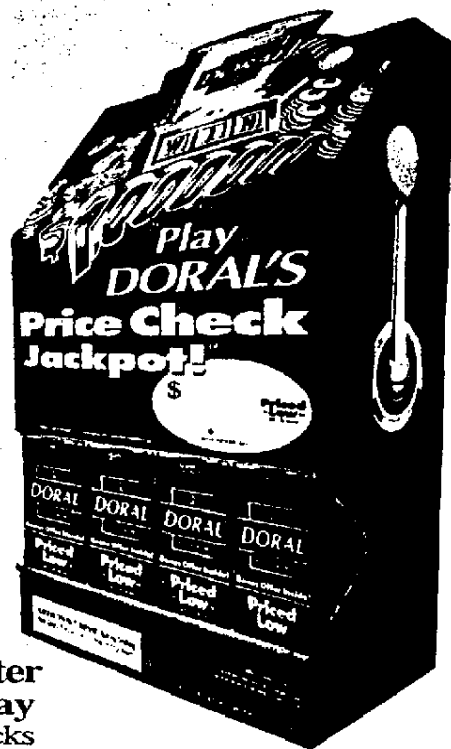
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

51854 9374

*Adhesive numbers and a pricing pen will be included for you to price the materials.